



Market Served: Coldwater, MI

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Call Letters: WTVB-AM

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Comments regarding MB Docket No. 04-233

Local News

- *Provide details on your stations investment in local news.* WTVB has an extensive local news operation. News Director Jim Whelan has been serving the community for 30 years. Bureau Chief John McNeil has been with WTVB for almost 15 years. In addition, 3 part-time personnel report local news.
- *How many local newscasts are aired per week?* 71
- *Do you allow on-air time for breaking news and local emergency information? Yes Give examples.* WTVB is designated by Branch County Emergency Services as the primary radio station for information dissemination. This is for weather situations and other natural disasters. In addition WTVB provides live, breaking news coverage when warranted, by staying accesible to local law enforcement via cell phone and pager 24 hours a day, 7 days a week.

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Lia ABCDE

- *Give examples of how your website is used to enhance local news coverage.* WTVB's website went on-line earlier this year and provides not only a daily update of local news and sports, continuous updates from Accu-Weather. A Community Event page provides information on local events and activities.

Local Public Affairs

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* The WTVB morning show airs a minimum of 4 local community newsmaker interviews a morning, in addition to our normal local news coverage. Regular guests on the show include Congressman Nick Smith, State Senator Cameron Brown, State Representative Bruce Caswell. In addition there are twice-weekly segments with local school principals and superintendents, as well as local governmental leaders, community and civic group officials, and others making news in the community.
- *Are there regularly scheduled segments on local public affairs included in your local newscasts? yes Give examples.* Comments from newsmakers are used in later local newscasts for wider dissemination. In addition, a 2 minute "Focus on Branch County" segment is aired 10 times each weekend, focusing on items of interest to a cross-section of the county, such as school elections, Arab-American relations, and substance abuse prevention efforts.

Creating or Selecting Programming

- *Describe your stations efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* WTVB regularly airs promotional announcements soliciting feedback from listeners. A special e-mail address has been set up for those responses. In addition surveys are distributed to local community service groups when presentations are given by the radio station staff.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* WTVB regularly preempts network music programming to air Coldwater High School Football, Basketball, and Baseball broadcasts. WTVB regularly broadcasts live from large community events, such as the Great Hospice Duck Race, Tibbits

Opera House Benefit Auction, and Parent's Back to School Day at Legg Middle School in Coldwater.

Emergency Programming

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* During the large power outage that affected our area in August 2003, WTVB remained the sole source of local news information for listeners, maintaining our broadcast capability through use of an emergency generator. Our staff maintained live coverage for 7 hours, both in-studio and via-telephone from throughout the area. This included guests from the Coldwater Board of Public Utilities and Coldwater Police Department. WTVB provides continuous live coverage for all weather emergencies in the area, as well as traffic alerts and bulletins as requested by local law enforcement.
- *Describe your stations weather forecasting service.* WTVB airs Tom Churchill's Virtual Voice forecast service, which receives continuous updates from the National Weather Service. This allows us instant EAS Alerts on-air.
- *Do your stations participate in AMBER or EAS? yes*

Political Programming

- *Describe all candidate debates sponsored or aired.* During the recent August primary election, all 6 Republican candidates and 3 Democratic candidates for the 7th District congressional seat were interviewed during the WTVB morning show for 7 minutes each prior to the election. Similar interviews were aired for the November general election with the Republican and Democratic finalists. Interviews were also aired with state and local candidates, as well as the chairmen of the Branch County Republican and Democratic parties.
- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.* This free airtime was offered thru the on-air interviews. Only one candidate (the Democratic candidate for 58th District State Representative) has declined an on-air interview.
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? yes*
- *Do your stations cover local campaign and /or convention events? yes*

- *Describe your stations participation in promoting voter registration drives.* WTVB joined with the Michigan Secretary of State and the Michigan Association of Broadcasters in airing a series of public service announcements urging voter registration and highlighting the S.O.S.'s website that provided additional voter information.
- *Give examples of how your websites are used to enhance political coverage.* WTVB's website has a direct link to the S.O.S.'s website for voter information

Civic, Cultural and Other Community-Responsive Programming

- *Please list examples of programming targeted to raise funds for local charity organizations.* WTVB airs a minimum of 10 public service announcements per day highlighting upcoming local community service projects and events. In addition organizers of such events are regular guests on the WTVB morning show
- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.* WTVB airs all Coldwater High School Boy's and Girl's Basketball and Football games, as well as a number of Coldwater High School Baseball games and Coldwater Girl's Volleyball matches. In addition WTVB regularly broadcasts from the Branch County 4-H Fair and Older American's Health Fair.
- *Please list the number of Public Service Announcements aired per week.* A minimum of 70 local public service announcements are aired each week, in addition to at least 15 NCSA messages from the Michigan Association of Broadcasters.
- *Please list examples of your Public Service outreach in the community.* Much of WTVB's public service is provided through on-air interviews regarding local events. Staff also regularly participate in local High School Career Days, participating as board members of the Branch County Area Chamber of Commerce and Coldwater Downtown Business Association. WTVB solicits on-air for community groups to send us information on their upcoming events.
- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.* Guests from the local health department and hospital regular appear on our WTVB morning show to discuss topics ranging from immunizations to flu shots to health screenings. Guests have also appeared in the past year from the Branch County Coalition Against Domestic Violence and and the Branch County Council for Children. In addition to the on-air interviews, this information is also used in our local newscasts.

Station Participation in Community Activities

- *Give examples of your stations support and involvement with non-profit and charity initiatives.* WTVB regularly partners with local groups for "co-sponsorship" of their events. This includes on-air promotion and interviews and an appearance by staff. Events have included the Great Hospice Duck Race and the Branch County Area Chamber of Commerce Car Show-Swap Meet.
- *Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.* WTVB's morning show weekly features guests from the Community Health Center of Branch County, Branch-Hillsdale-St Joseph District Health Department and Branch County Commission on Aging concerning upcoming health screenings and prevention efforts. WTVB also sponsors a 5 hour long "Michigan State-University of Michigan Food Challenge", in which fans of each school donate non-perishable food items to vote for their favorite teams. Five pick-up trucks full of food are collected and donated to the Branch Area Food Pantry.